

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

November 10, 2015, 4:00 – 6:00 p.m.  
Hollywood YMCA  
1553 Schrader Boulevard

**Officers and Directors Present**

David Calabrese – CIM  
Fabio Conti, Vice President, Fabiolus Cucina  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA  
Bill Humphrey, Hudson Pacific Properties  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Fred Rosenthal, Ametron  
Arthur Stroyman, Secretary, Kilroy Realty Corporation  
Joyce Williams-Maxwell, Emerson College

**Absent**

Charles Eberly, The Eberly Company  
Chase Gordon, Avison Young  
Melissa Logan, Amoeba Music  
Carol Massie, President, McDonald's Restaurants  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Nourmand, Hollywood Athletic Club

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Matthew Severson, Hollywood Property Owners Alliance  
Ginnie Gallo, Hollywood Property Owners Alliance

**Guests**

Alisa Orduna, Office of Mayor Garcetti

**I. Call to Order**

- Fabio Conti called the meeting to order at 4:10 p.m.

**II. Public Comments & Introductions**

- Guest Alisa Orduna from Mayor Garcetti's office spoke to the board regarding the Mayor's plans to address the homeless crisis in Los Angeles.

**III. Approval of Board Minutes**

**It was moved by Kitty Gordillo, seconded by Fred Rosenthal, and CARRIED to approve the minutes from the meeting on October 13, 2015. Michael Pogorzelski abstained.**

**IV. Treasurer's Report – Kerry Morrison**

A. **Financial Statements** – Morrison walked the Board through the October, 2015 financial statement. Expenses for October amounted to \$136,642. Year end projected cash is \$135,031.

**It was moved by Michael Pogorzelski, seconded by Bill Humphrey, and CARRIED to approve the October 31, 2015 financial statement. Unanimously approved.**

B. **Review and approval of the 2016 budget** – Morrison reported that a meeting was held with Carol Massie, Kitty Gordillo, Joe Mariani and herself to work on a proposed budget. Morrison presented the final 2016 budget for board approval. The total budget is \$1,585,880 which includes an anticipated rollover of \$65,294 from 2015.

**It was moved by Bill Humphrey, seconded by Fred Rosenthal, and CARRIED to approve the 2016 CHC budget. Unanimously approved.**

C. **Review and approval of the 2016 Planning Report to the city of Los Angeles** – Morrison presented the Planning Report for the city of Los Angeles which included a detailed breakdown of projected 2016 budget expenses.

**It was moved by Fred Rosenthal, seconded by Joyce Williams, and CARRIED to approve the 2016 CHC Planning report to the city of Los Angeles. Unanimously approved.**

**V. COMMITTEE & PROGRAM REPORTS**

**A. Streetscape & Planning Committee – Matthew Severson**

1. **Utility Box Art** – Severson presented a draft of the initial artwork of the selected artist that was selected by Streetscape Committee and the board, Paige Emery, for the ten utility boxes. Several board members felt that the art was “dark and melancholy.” It was requested that brighter colors be added to the work to make it more vibrant. It was also pointed out that each group of musicians portrayed on the boxes will be actual musicians from Hollywood and Los Angeles and that the boxes will feature QR codes that will allow passersby to connect directly with the BID website for more information. After installation this artwork is expected to be up for a year. Severson will bring the feedback to the artist for further revision and the ultimate final product must be approved by the Councilmember.
2. **Selma/Ivar Public Space Installation** – Severson reported that the timeframe to install the public space demonstration project on the Zahavi property, approved by the board at the October meeting, in time for the OIH Festival proved to be too aggressive a timeframe. Though Mr. Zahavi had indicated his support for the installation, after he was informed of the board’s approval, he indicated that the lease was held by Urban Outfitters, and they would be the party to the MOU. To accommodate this arrangement, Severson presented the board with a draft Memorandum of Understanding (MOU) between the CHC, Gil Zahavi, Urban Outfitters, Inc., and LA-Mas, Inc. Also presented was a Consulting Agreement between LA-Mas and CHC for board approval. It was noted in board discussion

that before signing the Consulting Agreement, it is important that LA-Mas has Workers Comp insurance for those installing the space.

Morrison apologized for not anticipating the details that would necessarily be required to finalize agreements and insurance arrangements. She indicated that LA-Mas had moved forward, with the festival deadline looming, and had spent \$10,000 of the board approved \$15,000 for installation before the final agreement was signed. Morrison advanced \$5,000 to LA-Mas in good faith for their initial outlay of monies to compensate them for materials purchased.

**It was moved by Fred Rosenthal, seconded by Joyce Williams, and CARRIED to approve “MOU” agreement between the CHC, Gil Zahavi, Urban Outfitters, Inc. and LA-Mas, Inc. Unanimously approved.**

**It was moved by Kitty Gordillo, seconded by Fred Rosenthal, and CARRIED to authorize the Consulting Agreement with LA-Mas once their Workers Comp Insurance is established. Unanimously approved.**

**B. Marketing and Communications**

1. **#OIH2015 Only in Hollywood Music and Arts Festival** – Morrison reported that the Festival ended the year on a high note. On a small budget of \$45,000, the neighborhood came together and presented an exciting four days of entertainment, with the epicenter being at Selma & Cahuenga. Student volunteers were everywhere wearing Festival t-shirts. Four pop-up art galleries were located throughout the area. Restaurants were packed. A full report will be presented at the December board meeting.
2. **New Logo** – The new logos have been selected and will be presented at next month’s board meeting.

**C. Security Committee –Kerry Morrison**

1. **Sidewalk Vending** – Morrison advised the board that the proposed ordinance now has an opt-out for areas of Los Angeles who do not want street vending. Board members were given an editorial from the LA Times on “How should L.A. handle street vendors?” Morrison indicated she had participated in a meeting with the LA Times Editorial Board on this topic.

**D. Nominating Committee – Bill Humphrey**

1. Humphrey advised the board that two (2) new candidates were interviewed for vacant seat positions. Calabrese, Folb, Gordon, and Rosenthal are planning to continue as board members. The slate will go out in the mail next week.

**VI. New Business**

- There was no new business.

**VII. Staff Reports**

A. **Non Profit Status** – Morrison updated the board on the situation regarding the lapsed nonprofit status with the Franchise Tax Board, originally discussed at the October meeting. RBZ coordinated a re-application which was submitted to the FTB last month. In checking on the status, she learned that it can take 60-90 days for this process to be completed. She will continue to keep the board apprised.

**VIII. Next Meeting** - Tuesday, December 8, 2015 at 4:00 p.m. at the Hollywood YMCA.

**IX. Adjourn** - The meeting was adjourned at 5:40 p.m.